Your company logo would go here

CUSTOMER SERVICE

Bartenders Training Manual

A **BWA** *Training Manual*

Welcome and congratulation's on receiving this manual. BWA stands for Bartenders With Attitude, a good attitude towards a craft dedicated to efficient, knowledgeable and creative service.[Your company name] has one ultimate aim - **Customer Satisfaction.**

Presently, this country sees bartending as a part time job, casual labour a job taken by students usually to sustain their drinking habits until they get a 'proper job' .Admittedly this is partly due to the rate of pay offered; however, it is largely to be blamed on the attitude taken by those working in such outlets. We intend to change this negative attitude. As a professional bartender it can be a most rewarding career that can take you to the four corners of the world.

Contents Page

A word from your manager.

Working for [Your company name]

What's it to be?

Restaurant rules

Duties and responsibilities

Customer service.

Bartender etiquette and bar service

Bar set up

Product knowledge

A WORD FROM YOUR MANAGER

Welcome and congratulations. You are about to start an intensive training course at the end of which you will have the basic skills of a professional bartender.

So read on, learn fast and enjoy!!!

Working for

[Your company name]

[Your company name] caters for many types of people from all walks of life. With such a varied clientele it is one of the most exciting and rewarding parts of working at [Your company name]

The managers / staff are a friendly crew who enjoy a bit of a laugh but expect their colleagues to work hard and in a professional manner. Working at [Your company name] can be demanding but helping in the smooth running of The [Your company name] can be a rewarding and profitable experience.

Read on, and learn fast as there is no room for mistakes.....

What is it to be?
Jack Duckworth or Tom Cruise

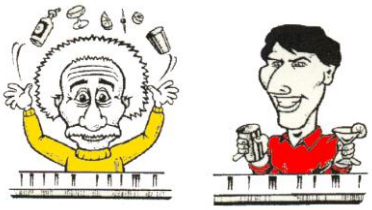
As a bartender you have two options. Firstly, you can stand behind the bar doing the bare minimum such as cleaning a little here and there, serving when you have to, and agonizing with your work colleagues about how long to go until you clock out. Or secondly, you can talk to and entertain your customer, use salesmanship and show professionalism. We recommend you try the second option as it will be far more rewarding and enjoyable.

More often than not that loud, arrogant, rude person on the other side of the bar is your customer and he/she is the most important (like it or not) person in your bar or function room.

Our goal is to ensure that all you guests have the best experience possible and that they have enjoyed themselves enough to recommend your establishment to there friends. You will be able to achieve this if you nurture three basic qualities:

* Personality
* Professionalism
* Knowledge

You were hired for your personality, The [Your company name] will teach you how best to use it and develop a professional approach and the knowledge necessary to be the very best at satisfying the customer.



Introduction to

THE THEORY OF RELATIVITY

and the

BARTENDER

The bartender is a curious breed. He/she can be an arrogant person behind the bar who thinks he/she is Tom Cruise, Richard Gere and CoCo the Clown all rolled into one but only much more handsome and far more charismatic. Quite where they get this false sense of importance from is unknown. There are usually two types of bartenders **The professional** who is constantly serving and entertaining his customer, flairing etc. while still being neat and tidy. Or there is the **Flair Junky** who is too busy on his / her unicycle flaring to serve anyone, or he / she is too busy chatting someone up. There is a fine line between the two, you have been warned.

So what is the theory of relativity got to do with tending bar? You are probably already used to dealing with large amounts of money, adding up figures in your head etc. As a professional bartender you will be visually impressive, have a comprehensive knowledge of your trade and be highly efficient at what you do. You will be proficient at organizing your bar, accurate at free-pouring and constantly implement quality control and presentation standards, learn 3 languages one being Cantonese and be able to pat your head and rub your stomach at the same time.

Through your training you will gain a complete knowledge of the food and drink sold at your bar, show ownership at all times, work clean and make full use of your time. You will also apply the 'Bartenders Thoughts' on a day to day basis. Resulting in the best possible service towards the customer.

At this point you may be thinking '*oh no I've got to learn all this and I'm only on page 7 of this manual'* but don't worry as most of it is common sense and it will all become apparent as you read on.

Our methods of training are simple, but effective. We have a training plan that follows a structured approach which is fully supported by full documentation / demonstrations. The emphasis is on staff participation and development of practical skills. At [Your company name] we train to the highest standards necessary to achieve and continually improve customer satisfaction. The levels obtained by you will be continually graded and your performance evaluated with both written and practical tests.

[Your company name or logo]

Restaurant Rules

UNIFORM

When your training begins, you will have to provide a black pair of trousers, a white shirt and black polished enclosed shoes. Boots of any description are not acceptable nor are training shoes. You will be provided with a club tie. You are responsible for the condition of your uniform and they must be clean and well pressed for every shift.

If you are issued a uniform you will sign a declaration form stating the full cost of your uniform. At the end of your employment your uniform must be returned in full and in good condition, otherwise the cost will be deducted from your final wage.

GROOMING

Remember that you are working with food and therefore must look clean and well groomed at all times.

Uniform	Must be pressed and cleaned
Hair	Must be clean and neat. If hair is long please tie it back during service.
Make Up	Please keep this to an absolute Minimum. We reserve the right to ask you to remove make up if we feel it is excessive. Nail varnish is not Permitted.
Jewelry	**You are allowed the following:** *one ring, wedding band *one pair of sleepers *one watch **You are not allowed the following:** *bracelets *any other jewelry including nose rings or studs
Posture	Posture and pace of walk are things that people notice. Walking tall and briskly gives an air of professionalism to the bar/function room. Do not stand around with your hands in your pockets or lean against walls etc.

PUNCTUALITY

Time keeping is important to the running of the club. Be at work at least 10 minutes before your shift starts so that you may be ready to work as soon as your shift starts.
Persistently bad time-keeping will be treated seriously and disciplinary steps will be taken.

PUBLIC TELEPHONE

While you are working you are not permitted to make phone calls. The telephone is provided as a service to the customers and incoming bookings are an essential part of our business.

ACCEPTING TELEPHONE CALLS AT WORK

You may not accept telephone calls at work. This includes bringing in personal mobile phones. In an emergency we will take a message so you can ring back. Please make sure that friends and relatives are aware of this policy as a persistent abuse of this rule will be taken seriously.

ANSWERING THE TELEPHONE

The telephone at [Your company name] must not be allowed to ring for more than three times before it is answered. If you hear it ring pick up the phone and say " Good Morning/Afternoon/Evening [Your company name] (your name) speaking, how can I help you ? If you are unable to help pass the caller over to the duty manager immediately.

BREAK

Before taking any form of break you must ask the duty manager if he/she has not already allocated break times. You may not leave your position with out permission, always make sure that you get cover.

LOST PROPERTY

Any items found must be taken immediately to the duty manager. Do not be tempted to keep the lost property for yourself as this will be regarded as theft.

VISITING THE RESTAURANT OR BAR

You should only visit the restaurant when you are not working or if you intend to eat or drink as a customer. You are not allowed to use the bar facilities immediately after your shift. You may return after one hour, having changed out of your uniform, however always check with the manager before you do so. Under no circumstances should you behave in an intoxicated, rude or generally disruptive manner. It is essential that you do not disturb the general running of the business.

LICENSING TIMES

We are licensed to sell alcoholic drinks only during the following times:

Monday to Saturday 11am to 11pm Sunday 12 noon to 10:30 p.m.
Last orders will be called 10 minutes before time.

Drinking up time is 20 minutes after this time when all alcohol must be off the tables.

COMPLAINTS

It is your obligation to pass on any complaints to the duty manager, no matter how trivial they may seem. Never argue with a customer, even if you believe that you are right. It is part of you job to minimize the risk of complaints occurring.

[Your company name or logo here]

Duties & Responsibilities

BARTENDING LEGALITIES

WEIGHTS AND MEASURES

It is your responsibility to dispense drink in the correct legal measurements.

There are only four spirits governed by the 1963 Licensing Act, they are Vodka, Rum, Gin and Whisky. They can be sold in measures of 25ml and 35 ml and multiples thereof.

All spirits are served in 25ml measures or multiples thereof.
All vermouths, sherries and ports are served in a 50ml or multiples thereof.
All wine sold by the glass is served in 175ml glasses.

The law also applies to beer. Draught beer may only be served in 1/2 or pint glasses. For free flow draught systems government stamped glasses must be used.

Licensing hours

We are licensed to sell alcoholic drinks only during the following times:

Monday to Saturday 11am to 11pm Sunday 12 noon to 10:30 p.m.
Last orders will be called 10 minutes before time.

Drinking up time is 20 minutes after this time when all alcohol must be off the tables.

MINORS

It is an offense to serve intoxicating liquor to anyone under the age of 18. If they look under age ask them for identification. Try also to serve only guests that you can see. A common ploy for minors is to send someone older for their drinks.

If you serve minors the licensee and yourself are both liable for prosecution.

ALCOHOL AWARENESS

Legally no-one can be drunk on your premises. The police view this as a potential disturbance of the peace. If a person is proven to be drunk on the premises then it is for the licensee to prove that he/she and his staff took all reasonable steps to prevent it.

PEOPLE YOU CAN NOT SERVE

A police officer on duty.
A known prostitute. (you can now serve)
A person under age.
A drunk person.

Alcohol Awareness

Legally no one can be drunk on your premises. The police view this as a potential disturbance of the peace. If a person is proven to be drunk on the premises then it is for the licensee to prove that he/she and his staff took all reasonable steps to prevent it.

Watch out for any of the following signs of intoxication:

* Becoming drowsy (Heavy eyelids)

* Drinking too fast

* Becoming loud, argumentative or obnoxious

* Careless with money on bar top or table

* Spilling drinks

* Complaining about drink strength

*Over friendly to customers / staff

* Slurring words / altered speech pattern, loss of train of thought

* Annoying other customers.

* Becoming clumsy / staggered walk

* Glassy eyed

* Slower response time in movement and answers / making irrational statements

* Becoming detached and broody

It is important to remember that intoxicated people are ‘out of control’ and need help to keep them from doing harm to themselves and to others. The general rule in dealing with these very delicate situations is to call a manager - it is part of his/her job to deal with such a problem.

Customers Bill of Rights

The customer has the right to the following:

(1). Professional, courteous and prompt service.

(2). Your full and undivided attention each time a customer chooses to do business with you.

(3). Quality products and services.

(4). Fulfillment of needs in a manner consistent with reasonable expectations.

(5). Competent, knowledgeable and well trained staff.

(6). Attention to every detail every time they access your customer service system.

(7). The benefits of all your resources, teamwork and networks to provide superior long-term service.

(8). Open channels of communication for feedback, complaints or compliments.

(9). A fair price for your products or services.

(10). Appreciation from you for past and future business.

[Your company name or logo]

CUSTOMER SERVICE

BAD CUSTOMER SERVICE

In the catering industry good customer service counts for everything but before we think about what makes good service lets concentrate on aspects of bad customer service.

* Bad customer service is unfortunately more predominant than it should be in most bars/restaurants around Britain. We very rarely as customers, demand better service, so consequently, the pattern of bad service continues.

* What we need to do is focus on aspects of bad service to ensure that they are never present in our bar/restaurant**.**

Think about a recent experience you have had that left you feeling angry or frustrated. Perhaps you have gone into a bar/restaurant and put up with bad, slow service from a grumpy bartender who lets you wait while he talks to his colleagues about what he did last night? Or you have put your hands on the bar top only to be soaked in beer? If irritations like these and many more upset you as a customer it is logical to conclude that your customers will be equally upset if you deliver similar service. These types of minor irritations create a hole that can effect a customers experience and ruin what was an enjoyable evening out. We intend to make bad customer service a thing of the past.

Not only will we teach you how to mix cocktails correctly but how to use flair, speed and skill to impress your customers and encourage them to join in on the fun atmosphere that you and your work colleagues create and of course return to your bar/restaurant time and time again and spend lots of money!

Customer service turn-offs

(1) Greeting (at food till) “Two?” Instead, smile say “Hello two for lunch, could I have a table number please.”

(2) Not acknowledging waiting customers.

(3) Customers having to sit at dirty tables.

(4) Bar staff looking bored, miserable, angry, untidy or drunk.

(5) Not remembering which customer ordered food and auctioning it (“who ordered the fish?”)

(6) Trying to sell desserts before the previous course is finished and cleared.

(7) Untidy bar: dirty equipment, condiments, crockery and cutlery.

(8) Mother’s meetings: If you have time to lean you have time to clean.

(9) Not knowing what drinks we have.

(10) Answering the phone with ‘hold please’ or something similar

(11) Having little knowledge of the menu.

I am a Nice Customer

You know me, I am a nice customer. I never complain no matter what kind of service I get. I'll come into the bar and stand at the counter for a long time while the bar person cleans with their back to me. Sometimes someone else arrives and gets served straight before me but I don't say a word. If my table is dirty when I eventually sit down I say nothing, If I get a grouchy bar person who is annoyed because I want to study the menu a bit I am polite as I can be. I don't believe that rudeness in return is the answer. You might say that I was raised that way and it is seldom that I send anything back to the kitchen. I've found people are just disagreeable to me when I do. Life is short, too short for indulging in these unpleasant little scrimmages.

I am often intimidated by the staff to complain when I order a steak medium and its served almost raw. I never kick up a fuss. I never criticize. I wouldn't dream of making a scene as I've seen some people doing in public places. I think that is awful. I am a nice customer and I always give a tip.....

I am a customer that never comes back

That is my little revenge for getting pushed around. That is why I take whatever they hand me as I know I'm not coming back. It's not that this doesn't relieve my feelings right away as much as telling them what I think of them, but it's far more deadly.

In fact a nice customer like me, multiplied by others of mind, can just about ruin a business, and there are a lot of nice people like me in the world. Together we account for millions of pounds every year. When we get pushed around far enough, we go down the street to another bar. We go places where the staff appreciate nice customers.

He who laughs best, they say laughs last. I laugh when I see them go frantically spending there money on advertising and special promotions to get me back - when they could have kept me in the first place with a few kind words, a smile and some simple courtesy.

GOOD CUSTOMER SERVICE

O.K. we've touched on what makes bad bar experience, now lets concentrate and look at what "Good service" is all about.

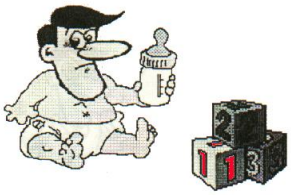
* Good customer service is made up of a number of factors. You may feel you've had good service if just one of these factors is in place, but quite often it would take several of them to make you feel that you've received excellent service.

* These factors could be everything a customer sees, hears, feels ,smells drinks and eats while in your bar/room. All the training and specifications and recipes will amount to an empty bar unless your customer enjoys themselves and is comfortable in your establishment.

There are many bars where a person can get a good drink most of the time, our goal is to give our customers the best drink all the time every time.

That is the special kind of service we intend to install in you.

The following pages will help you learn and understand how a bartender can provide good customer service by following a few basic guidelines.



CUSTOMER SERVICE
THE BASIC BUILDING BLOCKS

Apart from the welcome and farewell, these key points of service do not necessarily come in any particular order.

* Welcome
* Salesmanship
* Showmanship
* Presentation
* Product knowledge
* Customer awareness
* Follow up
* Farewell

All the above make a world difference to a customer, in fact, people are used to bad service in so many places that if you were simply to begin doing some of these things, customers might actually think you are offering them an ‘extra’ service. It is important to realise that even if a customer regularly visits your bar and the high level of service he/she receives becomes the norm it is when they visit another establishment that the true value of your service and personality is appreciated greatest.

1. Welcome: The welcome must be warm, genuine and immediate. However you want to say it, this is the first point of communication between the bartender and the customer. The customer must be made to feel he/she is genuinely welcome in a fashion unlike any previous experience. He/she should feel as though their custom is cherished and that they feel welcome. A word of warning don't go to over the top with the welcome as you may find it difficult to serve while you have your tongue down your customers trousers.

Salesmanship (subliminal selling)
this is a very important part of your job

2

Use the power of suggestion with your customers, salesmanship is an art in itself, not used in bars very often, for salesmanship to be effective it must be subtle, in fact, most of the time the customer does not even know that you are selling to them!!

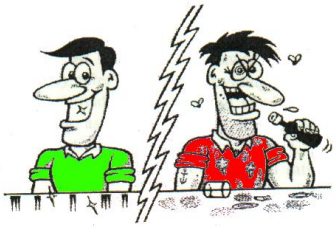
Knowledge is obviously an important part of salesmanship. Know what you sell, and sell what you know. Many people will ask for gin and tonic they have been drinking for years. You will now have the knowledge to sell them a drink, it may simply be a premium Gin (Tanqueray) or a gin based cocktail. If a customer asks for a white wine ask them if they would like house wine or a wine from our selection (intro 2), the point being you are now giving the customer a viable alternative. This both satisfies the customer and increases your sales.

To practice using your suggestive selling techniques, avoid using general terms like, drink, cocktail, appetizer, or dessert. Help your customer narrow their field of selection. There will always be those customers who are having trouble on making a decision on what they want to drink, if they want wine suggest a nice premium wine or if its spirit suggest a premium spirit i.e.. Valadivar - Smirnoff.

3

Showmanship

Showmanship is used in every aspect of your job and is the most obvious part of our technique that will impress the customer. The spin of a bottle or the subtle flick of a glass all go into the recipe of becoming a creative bartender. You will undoubtedly hear the usual onslaughts of 'Hay there is Tom Cruise' or 'I bet you can't do that with a full one' these rare and extremely funny sayings are not unusual in this line of work. But the customer will walk out of the bar remembering something they have not yet seen or experienced before. You will be taught basics of flare and shown more advanced techniques which you can practice as you become more proficient. Each bar person develops at their own pace and has there own style based on their surroundings and their fellow work colleagues. Showmanship is more than just flair. Your personality comes into showmanship in a big way. Everybody is an individual and has a different personality to anyone else. So use yours. You may tell a bad joke, show a magic trick, chat up a girl, chat up a boy, dance on the bar top, piggy back rides, anything. Its all part of showmanship. Just remember we frown upon nudity, swearing and bartenders flogging dodgy watches or fake Armani shirts.

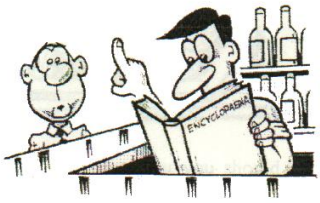


4

Presentation

This not only covers the product, whether it be a drink one is buying, poured to specification in a clean glass made to the recipe and garnished correctly, but also the environment in which you are working. If your bar/room or yourself are not clean, tidy or attractive there is very little chance of making a good impression on your customer. They are less likely to tip or even leave you their phone number if you look untidy.

Remember:- **These standards must be met at all times to be successful and to be in continuous employment.**



5

Product Knowledge:

Part of good customer service is offering the right sort of drinks and food to the right sort of people, therefore a complete knowledge of what we sell is called for. You are expected to have comprehensive knowledge of all the drinks we serve i.e.. product lagers, Fosters 4% Australian,

John Smiths bitter 4% in cans 3.7% on draught brewed only in Tadcaster. The more you know about a product the more likely you are to be able to sell it and thus increase your sales and customer satisfaction.

6

Customer awareness

You must be aware of what your customers are doing from the second they enter your bar. Providing quick and efficient service to a customer is critical to providing overall good service. If a customer looks as though he/she wants something, ask if you can help, if a cigarette is reached for, light it; if a customer is drinking to much be aware of the fact. If you are totally aware of your customers it makes your job allot easier, and satisfies your customers a great deal more.

Remember:- Although the atmosphere of your workplace will often be Hectic, making the effort to acknowledge customers, and letting them know that you are there for them will make all the difference in the world to that customers attitude and patient understanding.

7 Follow-up

As a professional bartender you should care how your customers have enjoyed their stay at the bar. A warm smile, a friendly touch, not too friendly though. Show interest in a customers health, if need be ask about their pet goldfish. A simple "*how is your drink Sir/Madam* ?"all make people think that they are someone special. Everyone should strive to make their customers feel this way.24

8 Farewell

A warm farewell is essential. The last experience for the customer is often the one they remember, so always say "good-bye" in a sincere manner. The type of farewell is down to the individual and the customer, again read your customer and make the appropriate farewell.